

<b>Code</b>		<b>ECTS Credit</b>	<b>7.5</b>	<b>HUN Credit</b>	<b>6</b>
<b>Module Title:</b>	<b>INTERCULTURAL BUSINESS COMMUNICATION</b>				
<b>Term:</b>	<b>fall</b>				
<b>Module Leader:</b>	<b>Edit Bányai PhD</b>	<b>Office Hours:</b>	Tuesday 11.00-12.00		
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<b>Short Description:</b>	The module is based on three pillars: culture, (business) communication and intercultural aspects of communication. The objectives are to improve knowledge about the nature of intercultural (business) communication with emphasis on intercultural business talks, and to develop skills in identifying pitfalls in cross-cultural communication, avoiding misunderstandings and conflicts through cultural intelligence.				
<b>Sessions (weeks)</b>					
<b>1.</b>	Introduction to the semester program. Creating a common understanding, goals and expectations. Team formation. Clarification of results and requirements.  The nature of intercultural business communication.				
<b>2.</b>	What is culture? Culture and communication.  Cultural differences in communication.				
<b>3.</b>	Business Communication Types. Oral and non verbal communication patterns.				
<b>4.</b>	Business Communication Types. Written communication patterns.				
<b>5.</b>	Cultural Shock				
<b>6.</b>	Global etiquette				
<b>7.</b>	Business and social customs				
<b>8.</b>	Intercultural negotiation Process. Persuasion. Decision-making.				
<b>9.</b>	Intercultural negotiation components. The great negotiator.				
<b>10.</b>	Development of Negotiation skills.				
<b>11.</b>	Presentations.				
<b>12.</b>	Presentations. Closing session: lessons of the module. final evaluation				
<b>Rationale Including Aims:</b>	The aim of the course is to develop the students' competence in solving intercultural communication tasks, especially in business negotiations. The course intends to develop the knowledge of the student in relation to cultural differences, cultural intelligence and help them in applying their knowledge to avoid cultural misunderstandings, conflicts and to be able to negotiate successfully in intercultural environments. The course will enhance the development of the students' existing communication skills. The modules aim is to provide students with enhanced and deepened knowledge and skills to equip them for international activities.				

<b>Learning Outcomes: Knowledge</b>	<p>By the end of this module successful students will be able to understand why people from other cultures in certain situations behave in a surprising way, how culture impacts communication, and how intercultural communication works. They will understand the role of values and attitudes in (intercultural) communication, they will be able to identify the cultural differences in time management, in relation to the individual and to group, in problem solving, in making decisions, and in taking responsibility. They will learn how to analyse intercultural communication situations.</p>
<b>Learning Outcomes: Skills</b>	<p>The students will acquire the skills of making appropriate preparations for managing intercultural business situations, especially business negotiations with counterparts from other cultures, and of continuous improvement of their cultural intelligence. They will be able to apply the theories and practices relative to intercultural business activities. The module also has the objective to develop communications skills, both speaking and writing, and the skills of presentation.</p>
<b>Teaching and Learning Strategies:</b>	<p>This module will be taught through lectures, video and case study material and other assigned readings. It puts emphases on teamwork, on student presentations and interactive discussions. Students are expected to read the material before class since active participation in class discussions is a requirement.</p> <p>A high emphasis is placed on participation in simulation exercises with subsequent coaching and feedback by both the teacher as an instructor as well as fellow classmates.</p> <p>Each exercise consists of an activity designed to get students thinking about, practicing, and discussing communication skills.</p>
<b>Assessment Scheme:</b>	<ul style="list-style-type: none"> <li>– 1 Final Examination 40 % (There is one resit opportunity)</li> <li>– Written Assessment (individual): 10 % (Late written assessments lose 40 % of the obtained scores.)</li> <li>– Course Work, Class Participation 50% <ul style="list-style-type: none"> <li>o group work (35 %)</li> <li>o individual class room activity (15 %)</li> </ul> </li> </ul> <p>Students must pass all of these elements to be deemed to have passed the module! (you have to achieve a minimum of 51% of each element to pass it)  Bonus points: max. 10</p> <p>During the semester students can earn 10 extra points with active participation and meaningful comments. They can get max. 2 points per class. It will be only considered if the student reaches 51 % from the total score.</p>
<b>Further on Assessment:</b>	<p><b>Final exam</b> is a written, closed book exam based on the topics covered during the semester exam (Lessons and the book listed in the core learning materials.)</p> <p><b>Presentation Requirements:</b> The purpose of this assignment is to study and practice the process of social interaction by creating and delivering an oral group presentation, and giving feedback. The presentation needs to be a group effort. The list of topics will be available on the Neptun.</p>
<b>Core Learning Materials:</b>	<p>Lillian Chaney, Jeanette Martin (2014): Intercultural Business Communication, 6th Edition, Pearson, ISBN: 9780132971270, 0132971275, Chapters: 1., 3-11.</p> <p>Gelfand, M.J. – Brett, J.M. : The Handbook of Negotiation and Culture. Stanford University Press, Stanford 2004</p>

	<p>Part one: Chapters 3., 4., 5.  Part two: Chapters 6., 7.  at <a href="http://www.unice.fr/crookall-cours/iup_cult/docs/Gelfand%202004%20Handbook%20of%20Negotiation%20and%20Culture.pdf">http://www.unice.fr/crookall-cours/iup_cult/docs/Gelfand%202004%20Handbook%20of%20Negotiation%20and%20Culture.pdf</a></p> <p>The International Negotiations Handbook. Success Through Preparation, Strategy, and Planning. A Joint Project from Baker &amp; McKenzie and The Public International Law &amp; Policy Group (2007) at  <a href="https://static1.squarespace.com/static/5900b58e1b631bffa367167e/t/59f35bdd692670b730f26ac6/1509120994315/International%2BNegotiations%2BHandbook++%281%29.pdf">https://static1.squarespace.com/static/5900b58e1b631bffa367167e/t/59f35bdd692670b730f26ac6/1509120994315/International%2BNegotiations%2BHandbook++%281%29.pdf</a></p> <p>Slides of the lectures</p>
<p>Optional Learning  Material:</p>	<p>Bovee, Thill (2019): Business Communication Essentials: Fundamental Skills for the Mobile-Digital-Social Workplace, 8th Edition, Pearson, ISBN-13: 9780134729572</p> <p>Primecz, H. – Romani, L. – Sackmann, S.: Cross-Cultural Management in Practice. Edward Elgar Publishing. 2011</p> <p>Maude, B. : Managing Cross-Cultural Communication. Palgrave Macmillan, 2011</p> <p>Christopher W. Moore and. Peter J. Woodrow(): Handbook of global and multicultural negotiation / at <a href="http://blogs.unpad.ac.id/teddykw/files/2012/06/Handbook-of-Global-and-Multicultural-Negotiation-Christopher-Moore.pdf">http://blogs.unpad.ac.id/teddykw/files/2012/06/Handbook-of-Global-and-Multicultural-Negotiation-Christopher-Moore.pdf</a></p> <p>Baker &amp; McKenzie and PILPG: The International Negotiation Handbook. 2007.  <a href="http://www.bakermckenzie.com/files/Uploads/Documents/Supporting%20Your%20Business/Featured%20Services/bk_internationalnegotiationshandbook_dec07.pdf">http://www.bakermckenzie.com/files/Uploads/Documents/Supporting%20Your%20Business/Featured%20Services/bk_internationalnegotiationshandbook_dec07.pdf</a></p> <p>Day, Jeremy: International Negotiations. Cambridge University Press, 2012</p> <p>Gesteland, R. Cross-cultural Business Behaviour. Copenhagen Business School Press • Universitetsforlaget, 2012  <a href="http://www.bogerogpapir.dk/productsamples/9788763099356.pdf">http://www.bogerogpapir.dk/productsamples/9788763099356.pdf</a></p>